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## CPHA's CPS drug info expands digital reach in Canadian physicians' clinics

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**OTTAWA** – Canada's most-trusted drug information resource is getting some 21<sup>st</sup>-century screen time in doctor's offices through a new partnership between the Canadian Pharmacists Association (CPHA) and iMD Health Canada.

Beginning this week, comprehensive prescribing information for all drugs approved in Canada as compiled by the CPHA's *Compendium of Pharmaceuticals and Specialties* (CPS) will be available via iMD's innovative digital patient education system. iMD's digital terminals serve as an interactive medical medium for instant health communications, providing clinicians with a wide range of medical illustrations, patient literature, detail aids, patient assessment and counseling tools, and more. Currently, the terminals are used during more than 4,300,000 patient visits each year across the country.

"Incorporating the accuracy of *CPS* content with the immediacy of the iMD system opens up yet another avenue to get prescribing information to physicians and pharmacists in a manner that is convenient for them," says James de Gaspé Bonar, PhD, senior director of digital publishing solutions at CPHA. "*CPS* content is available across multiple platforms – from print to online and mobile, and now via iMD's cutting-edge technology – meaning health professionals are assured access to indispensable information when and where they want it."

CPHA has been publishing the print edition of the *CPS* for more than 50 years. Recent surveys indicate close to 70% of Canada's physicians refer to the print *CPS* at least once a week, while 25% of physicians refer to it daily. Furthermore, close to 80% of all prescribing physicians have access to *CPS* or its electronic version, e-*CPS*, at the point of care.

"We are thrilled with the new partnership," says Kevin Delano, president and CEO of iMD Health Canada. "Physicians who utilize the iMD system have been asking us for direct access to *CPS* information via their iMD terminals. This exclusive partnership will enhance our integrated approach to information management, driving more efficiencies for health care providers while enhancing patient care."

Dr. Michael Alexander, an internal medicine specialist with a consulting practice in the Niagara region, recently added the iMD system to his clinic. With up to 50 patient consultations per day, he credits the iMD approach for streamlining clinical information management in his clinic.

"One of the most important aspects of a physician's practice is to enable a patient to understand their condition and what needs to be done to manage it," he explains. "To do that, you need the appropriate tools – and iMD has created a versatile and easy-to-use terminal that provides me with reliable information I can use to counsel patients. Plus, I use the *CPS* every day to identify which drug to prescribe as well as dosing and side-effect information. Now, I can review all of this information with a patient before they leave with a prescription. I am always up to date, all on one platform."



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For more information on the CPS/e-CPS go to [www.pharmacists.ca/store](http://www.pharmacists.ca/store). To learn more about iMD Health Canada go to [www.imdhealth.ca](http://www.imdhealth.ca).

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#### **ABOUT THE CANADIAN PHARMACISTS ASSOCIATION**

The Canadian Pharmacists Association (CPhA) is the national professional association for pharmacists. CPhA advocates for and supports its members to advance the profession and provides print and digital resources for pharmacists and other healthcare professionals.

[www.pharmacists.ca](http://www.pharmacists.ca)

#### **ABOUT iMD HEALTH CANADA**

The award winning iMD Health Terminal is an innovative interactive, patient education and professional knowledge transfer system. The iMD systems are placed inside physicians' (GP's) and specialists' (i.e. Rheumatologists, Dermatologists, Endocrinologists, etc.) examination rooms, diabetes and nurse educators' counselling rooms and at retail pharmacies, putting the latest comprehensive health information at their finger tips. All content is email enabled directly from the exam room to the patients for home use and improved self management.

[www.imdhealth.ca](http://www.imdhealth.ca)